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The Tourism Monographs
N° 8, June 1996

The Travel Markets of the Stratford Area - 1994

Ontario

INTRODUCTION

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and International Travel Survey (ITS) by Research Resolutions on behalf of the Ministry of Economic Development, Trade and Tourism.

Co-sponsored by all provinces and the Federal government, the CTS is conducted by Statistics Canada during even number years as a supplement to the Labour Force Survey. The CTS telephone survey captures the incidence and detail of travel by Ontarians and other Canadians in Ontario and in other parts of Canada.

In 1994, 117,845 households across Canada were surveyed about their travel on a monthly basis over the twelve calendar months. Approximately, 2,350 households from Ontario were interviewed each month bringing the total annual Ontario residents' sample to 28,421 households.

The 1994 CTS data are not directly comparable to those of 1992, since Statistics Canada moved from a three month panel approach in 1992 to independent monthly samples in 1994. The latter method is believed to be more accurate as it does not suffer from respondent fatigue.

The data contained in this report differ from those reported in the Touriscope or supplied electronically by Statistics Canada in the following ways:

1. All overnight trips, regardless of the distance travelled, and same-day trips with a minimum one-way distance from the respondent's home of at least 40 kms are included in the tabulations of this report.

2. Expenditures for all trips cited above are included in this report's final expenditure estimates.

3. Trips with a main destination in Ontario, but no nights in the province have been treated as "same-day" trips for Ontario.

The primary unit of analysis in this report is a Person Trip/Visit or Household/Party Trip. A Trip is defined as travel from one's permanent residence for any purpose, with the exception of: travel as a member of an operating crew of a bus, truck, plane, etc.; commuting to work or school; or moving to a new residence. The Trip must also meet the following one-way distance criteria:

Place of Residence		
Length of Stay	**Ontario**	**All Other Provinces**
Same Day	40 kms one-way	80 kms one-way
Overnight	No minimum distance	No minimum distance

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities that essentially conduct a census of border crossings and distribute the questionnaires to individual travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada.

The ITS statistics are based on the census of U.S. and overseas visitors as far as the number of travellers, their origin and the mode of transport is concerned. Most of the remaining trip characteristics for the Province of Ontario were obtained from 15,230 completed questionnaires by US residents (out of 31,739 questionnaires that US visitors to Canada completed in 1994) and 5,845 by overseas travellers (out of 13,932 they completed throughout Canada). The overall response rate across Canada was 7% for U.S. residents and 4% for overseas residents.

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Since the ITS long questionnaire does not contain a question on visitor destination, Ontario created a main destination variable according to the number of nights a visitor stays in Ontario/Canada.

2. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

3. Ontario does a number of imputations for missing values.

4. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spends in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the data base, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information on this publication please contact:

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GLOSSARY

ACCOMMODATION TYPE refers to the type(s) of accommodation used on the trip.

***Commercial* accommodation**: hotel, motel, bed & breakfast, resort/lodge, camping or trailer park, commercial cottage or cabin.

***Non-Commercial* accommodation**: home of friends or relatives, private cottage or vacation home.

***Other* accommodation** is a separate category in the CTS questionnaire, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many tabulations of the 1994 CTS, accommodation type "not stated" records have been combined with *other*.

Any commercial accommodation is a term used to capture accommodation type for data tabulated on a person trip base. Trips are assigned to specific types of accommodation according to details provided by the respondent. A trip that has hotel as the only form of accommodation is referred to as a "hotel only" trip. Similarly, a trip that has only motel nights listed is referred to as a "motel only" trip. Trips that have two or more forms of *commercial* accommodation listed are referred to as *multiple commercial*. *Any commercial* refers to trips on which a respondent reported utilising any form of commercial accommodation. The term includes all individual and multiple commercial accommodation types.

Multiple mixed (commercial and non-commercial) is used to describe trips that utilise both commercial and non-commercial accommodation.

Any non-commercial accommodation is analogous to *any commercial accommodation*, and is used for trips reporting staying with friends and relatives and/or in private cottage or vacation home (see above).

ACTIVITIES ON TRIP. For each trip, domestic respondents were asked to indicate whether they participated in any of fifteen activities (aided measure). If they indicated that they *participated in sports or outdoor activities* they were asked to volunteer the specific sports or outdoor activities (unaided measure). Coded categories for this unaided measure included swimming, other water-based activities, golfing, hunting, fishing, bird or wildlife viewing, cross country skiing, downhill skiing, snowmobiling, walking or hiking, cycling and other.

The international questionnaire is self-completed and has fewer activities than the domestic questionnaire.

The activity could have occurred at any location on the trip (destination, location of overnight stop, or en route) since activity data are not captured on a location-specific basis.

DESTINATION OF TRIP. The location – city/town and province (Canada) or city/state (USA) or country (other countries) – volunteered by the respondent as the *destination* of the trip. If multiple destinations are named (e.g., a touring trip), interviewers are instructed to record the location that is *furthest* from the respondent's home.

International visitors to Canada are asked to complete two types of questionnaires. A short version that is given only to the same day visitors from the US that enter Canada by car, and a long

version that is given to other visitors. The short questionnaire asks for the destination of the trip, but not the long questionnaire. Ontario's tables indicate that a trip had the province as a destination only if the number of nights spent in Ontario is equal or greater to 50% + 1 night spent on the entire trip. For same day trips (other than those from the short form), if Ontario is the port of entry then it is also considered the destination of the trip.

EXPENDITURES ON TRIP. All dollars spent by all household members who went on the trip. For reasons of national accounting practices, most tabulations provided for the 1994 CTS exclude *public transport* expenditures spent on trips with a destination outside of Canada. Figures from the International Travel Study (ITS) are generally used to estimate public transport spending for trips that originate in Canada but are destined outside the country.

EXPENDITURES IN ONTARIO. Expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. All dollars assigned to Ontario on the basis of these rules were re-assigned to municipalities, as either "origin" dollars or "destination" dollars, depending on how the dollars were assigned by Statistics Canada and whether the trip began and ended within the same municipality.

International expenditures are allocated to Ontario by MEDTT using rules similar to those applied in the domestic survey.

HOUSEHOLD TRIP. A single qualifying trip reported by the selected adult respondent in the household, regardless of the number of household members who went on the trip. Household members must be related. An "adult" is defined as an individual fifteen years of age or over

MODE OF TRANSPORT. In the CTS, it is the mode of transport used to travel the *greatest distance* on the trip. Only one mode of transport per trip is recorded.

The ITS records two types of transport used: a) to enter Canada and b) while in Canada. *Other* transport includes pedestrian, motorcycle and bicycle. Due to multiple responses on the mode of transport while in Canada (i.e. a respondent could have used multiple transportation modes), the numbers of the various modes used add up to more than 100%.

PARTY TRIP. A single qualifying trip reported by the selected adult respondent in the travelling party, regardless of the number of persons who went on the trip. Party members need not be related. An "adult" is defined as an individual fifteen years of age or over.

PERSON NIGHTS. Total person trips times the number of nights spent on the trip/in a specified location on the trip.

PERSON TRIPS. The reported qualifying trip times the total number of household members who went on the trip (all ages).

PERSON VISIT. A person making one visit to a municipality.

PURPOSE OF TRIP (MAIN). Under the ITS, the main reasons for the trip to Canada include the following categories:

Pleasure: includes vacation, visiting second home, attend events/attractions and shopping.
Business: includes attending a meeting, convention, commuting to work and other work.
Visiting Friends and Relatives: includes visiting friends and relatives.
Other: includes personal, in transit, educational study and other.

Since commuting to work and educational study are not part of the definition of a visitor according to the World Tourism Organisation, the tables of this report identify this group of visitors as *Excluded by WTO*.

QUALIFYING TRIP. In the CTS, a *qualifying trip* is defined as travel from the usual place of residence to a location any distance away from it, if an overnight trip; and at least 40 km (one-way) away, if a same-day trip, for any purpose other than as a member of an operating crew of a bus, plane, truck, etc.; commuting to work or school; and/or moving to a new residence. The minimum distance criterion of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km.

RESPONDENT. For the CTS a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age.

For the ITS, a randomly selected individual at the point of entry to Canada.

STRATFORD. Stratford consists of Census Division 31.

SAMPLE SIZE. The data presented in this report are based on the following respondents:

SAMPLE SIZE FOR PERSON TRIPS/VISITS AND HOUSEHOLD/PARTY TRIPS FOR EACH TRAVEL GROUP TO STRATFORD

ONTARIO	
Number of completed questionnaires with Stratford as a visit	226
OTHER CANADA	
Number of completed questionnaires with Stratford as a visit	2
U.S.A.	
Number of completed questionnaires with Stratford as a visit	238
OVERSEAS	
Number of completed questionnaires with Stratford as a visit	34

Endnotes

1 Source: World Tourism Organization.

2 Due to multiple response, sub-totals add to more than 100%. The average number of activities participated in during the trip was 3.

3 Source: World Tourism Organization.

AN OVERVIEW OF STRATFORD'S TOURISM MARKETS - 1994

A. Domestic Travel to Stratford

In 1994, 82 million person trips taken by Canadians were either destined to Ontario or spent some nights in the province on their way to other places in Canada, the USA, or overseas. Of those, 81 million person trips had a destination in Ontario, of which 1.2% (0.95 million) had Stratford as their main destination.

Ontario residents were the primary source of domestic travel in Stratford. Of all person trips to Stratford, 99.1% originated within the province and 0.1% in the rest of Canada.

The total number of travellers from other provinces who visited Stratford totalled approximately 1,000. They primarily came to visit friends and relatives (47%), and spent a total of $0.23 million (approximately $225 per person trip). Given the small sample size of visitors from other Canadian province to Stratford, the remainder of this section will focus on visitors with an Ontario origin.

Stratford received 1.2% of trips which originated in Ontario and took the visitor at least 40 km one-way away from home.

The automobile was the primary mode of transport for trips with a Stratford destination (98.7%), primarily because this is the main mode of transportation used by Ontario residents to travel around the province.

Of trips that originated in Ontario and were destined for Stratford, 80.6% began and ended on the same day (762,000), while the balance were overnight trips (184,000).

Travel to Stratford was more heavily concentrated in the summer (28.9%) and autumn (27.4%), than it was in the other seasons (spring, 24.5%; winter, 19.2%).

Most of the domestic person trips with a Stratford destination were motivated by an interest in visiting their friends or relatives (VFR, 46.6%). Pleasure trips accounted for 30.2%, business trips for 11% and trips that were motivated by personal reasons accounted for 12.2%.

Overall, a typical domestic visitor that had a Stratford destination stayed for 0.39 night, travelled 89 kms one-way away from home and did so in groups that had an average household party size of 1.79 persons. On the other hand, the typical overnight visitor stayed 1.99 nights, travelled 131 kms one-way away from home and did so in groups that had an average party size of 1.47 persons.

The majority of domestic same-day visitors to Stratford came from the London area (24.5%), with Kitchener/Waterloo ranking second (11.5%) and Metropolitan Toronto third (9.7%).

In the domestic overnight market, Toronto (42.9%), London (6.0%) and Windsor (4.9%) generated the largest number of visitors to Stratford, as far as specific cities are concerned.

Of the Ontario households that had Stratford as their destination, 79% were comprised of adults only. Approximately 202,000 children under the age of 15 accompanied adults in the remaining 21% of household trips to Stratford.

Of the Ontario households travelling to Stratford, 24.9% had a household income of over $60,000. More than two-fifths (42.3%) had an age between 25 to 44, and 22.4% between 45 to 64. At least 59% of travellers to Stratford possessed a post-secondary diploma/certificate or a university degree.

The homes of friends and/or relatives accounted for 61.3% of the domestic household nights spent in Stratford, followed by Motels and Hotels (both 8.2%). Over a quarter of domestic overnight trips (28.3%) that had Stratford as a destination used some form of commercial accommodation during their trip.

The most popular activities that domestic visitors to Stratford engaged in while on their trip were: visiting friends and relatives (54.3%), shopping (23.5%) and attending cultural events (8.8%).

Ontario residents engaging in tourism activity spent a total of $39.2 million in Stratford. $8.7 million (22% of total spending) was spent by residents of Stratford while travelling to destinations outside the local area.

On average, domestic visitors who had Stratford as a destination (i.e. excluding Stratfordites destined to regions outside the city) spent $19 on a same day visit to the city, while overnight visitors spent $133.

When compared to average expenditure for domestic tourists in Ontario, a same-day visitor spent less in Stratford ($19 in Stratford vs. $60 in Ontario), and overnight visitors spent more than the provincial average ($133 in Stratford vs. $105 in Ontario).

Of the total domestic expenditures incurred in Stratford ($39.2 million), 23% went to private transportation (2% - vehicle rental, 21% - garages and gasoline stations), 22% to food and beverage services (17% - restaurants and bars, 5% - grocery stores), 22% to clothing and other retail stores, 15% to firms engaged in entertainment and recreation, 10% to accommodation establishments, 8% to public transportation (all of which was spent by local residents for vacations outside of Stratford), and less than 1% to local transportation.

When the transportation expenditures (public and private) of Stratford residents travelling to destinations outside Stratford are removed, the share of public transportation falls from 23% to zero and the share of food and beverage expenditures increases from 22% to 29%, clothing/retail from 22% to 28%, and of recreation/entertainment establishments from 15% to 19%, making these sub-sectors the largest recipients of domestic in-bound tourists' expenditures.

Ontario residents spent on average $32 (per visitor) when visiting Stratford. It should be noted that expenditures on public transportation for trips originating outside Ontario do not accrue to the province and as such the above figures do not represent average trip costs, but rather average spending accrued to Stratford.

Chart 1: Trips With A Stratford Destination: Average Spending Per Visitor, By Origin, Main Purpose & Length of Stay

Main Purpose	Visitors from Ontario
Pleasure	
Same Day	$ 39
Overnight	$ 159
Business	
Same Day	$ 10
Overnight	$ 190
VFR	
Same Day	$ 9
Overnight	$ 44
Personal	
Same Day	$ 20
Overnight	$ 34

For all origin groups, the most lucrative market segment, in terms of average expenditure, was the overnight business traveller, followed by the overnight pleasure traveller.

B. U.S.A. Travel to Stratford

During 1994, a total of 34.8 million Americans visited Canada and of these, 12.5 million stayed overnight. The latter figure accounts for 25.8% of the total U.S. international travel[1].

Of the 34.8 million American visitors to Canada, 68% or 23.7 million, visited Ontario. Of the latter, 0.6% (140,000) visited Stratford. Of the Americans visiting Stratford, 21% (29,000) were same-day visitors, with the balance staying overnight (111,000).

Michigan generated the largest share of total visitation to Stratford (45%), followed by New York (7%). Michigan also generated the majority of same day travel to Stratford (90%).

A typical American traveller visiting Stratford stayed 2.10 nights and did so in groups that had an average travelling party size of 2.26 persons. On the other hand, the typical overnight visitor stayed for 2.65 nights and did so in groups that had an average party size of 2.28 persons.

The automobile was the dominant form of transportation used to visit Stratford (92.5% of the visitors), while boat (combined with another means) and air accounted for 4.7% and 1.4%, respectively.

The highest incidence of travel was realized during the summer calendar quarter (51.8%), followed by spring (26.6%), autumn (18.0%) and winter (3.6%).

Pleasure travel was the primary motivation of trips for 72.4% of the travellers, followed by visiting friends and relatives (13.9%), business/conventions (8.9%) and personal reasons (4.8%).

Motels accounted for 40.5% of the total U.S. party-nights spent in the Stratford, followed by the unspecified commercial accommodations (likely bed & breakfasts) (20.9%) and hotels (13.9%). Commercial accommodations were used on approximately four out of every five U.S. trips to the city (81.2%).

Attending cultural events (notably the Stratford Festival) was the most popular activity engaged in by U.S. visitors to Stratford (70.9%). The next most popular activities were: dining at high quality restaurants (49.7%), sightseeing (47.7%), visiting friends and relatives (28.6%), and attending a festival or fair (22.9%)[2].

Of the U.S. travelling parties that visited Stratford, 94% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 6%. Most of the travelling parties visiting Stratford had a party size of either two (58.7%) or one (22.1%) persons.

Of the American parties travelling to Stratford, 18.8% were within the age group 25 to 44, and 53.5% between 45 to 64. Visitors over the age of 65 comprised 16.7% of all U.S. travellers visiting Stratford.

Americans spent a total of $2,795 million in Ontario, of which 1.4% ($39.8 million) was spent in Stratford.

Of the total U.S. expenditure in Stratford ($39.8 million), 31.7% was spent on accommodation, 24.1% on food and beverage services, 23.3% on recreation and entertainment, 14.7% on retail purchases, 5.6% on auto transportation (gasoline, garage and rental), and less than 1% on public transportation.

Pleasure trips accounted for the highest proportion of total U.S. overnight spending in Stratford (83.7%), followed by visiting friends and/or relatives (10.7%), business/convention (3.6%) and other purposes (2.1%).

Those Americans visiting Stratford for one day or less had an average expenditure of $47 per person visit, whereas those who stayed

overnight spent $346 per person visit. The overall average (any length of stay) was $284 per person visit.

When compared to the average expenditures of U.S. tourists in Ontario, same-day spent less ($47 in Stratford vs. $60 in Ontario) and overnight visitors more ($346 in Stratford vs. $293 in Ontario) in Stratford than the provincial average.

Visitors were asked to rate various aspects of their stay in Canada relative to the United States. Under all categories, with the exception of "value for money" and "hospitality of local people", the majority of U.S. visitors rated these services as essentially the same as those offered in the United States.

Chart 2: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services	
Better	*14.7%*
Same	*75.2%*
Not as Good	*10.1%*
Accommodation Services	
Better	*18.6%*
Same	*70.9%*
Not as Good	*10.5%*
Hospitality of Local People	
Better	*56.2%*
Same	*41.6%*
Not as Good	*2.1%*
Value for Money	
Better	*46.9%*
Same	*34.4%*
Not as Good	*18.7%*
Variety of Things to See and Do	
Better	*28.7%*
Same	*67.0%*
Not as Good	*4.2%*

C. Overseas Travel to Stratford

During 1994, a total of 3.792 million overseas residents visited Canada and of these, 3.429 million stayed overnight. The latter figure accounts for 90.4% of the total number of overseas residents travel to Canada[3].

Of the 3.292 million overseas visitors to Canada, 2.183 million visited Ontario. Of this total, 0.3% (6,000) visited Stratford.

The average length of stay of all overseas visitors to Stratford, all of which stayed overnight, was 3.25 nights.

Travel parties were comprised primarily of adults (aged 45 to 64), with an average party size of 1.88 visitors. The primary purpose for overseas visits to Stratford was for pleasure reasons (58%).

Overseas residents spent a total $1 million in Stratford, with (in descending order) retail stores, food and beverage, private transportation, accommodations and recreation/entertainment being the primary recipients of these funds.

Overseas visitors to Stratford had an average expenditure of $166 per person trip.

Appendix I:

Detailed Tabulations

TABLE 1

PERSON TRIPS/VISITS TO THE GREATER STRATFORD AREA (Census Division 31)

By Quarter, Main Purpose, Origin and Length of Stay

('000)

Year: 1994

	QUARTER I	QUARTER II	QUARTER III	QUARTER IV	TOTAL
TOTAL PERSON TRIPS	188	270	350	285	1,092
	17.2%	24.7%	32.0%	26.1%	100.0%
ORIGIN OF VISITORS					
Ontario	182	232	273	259	946
	97.0%	86.0%	78.0%	90.9%	86.6%
Other Canada#			1		1
	-	-	0.3%	-	0.1%
U.S.A.	5	37	72	25	140
	2.7%	13.8%	20.7%	8.8%	12.8%
Other Countries#	1	1	4	1	6
	0.3%	0.3%	1.0%	0.3%	0.5%
MAIN PURPOSE OF TRIP					
Visit Friends & Relatives	60	121	120	164	465
	32.0%	44.8%	34.2%	57.5%	42.5%
Pleasure	42	110	171	68	391
	22.6%	40.6%	48.8%	23.9%	35.8%
Business/Convention	53	18	12	35	118
	28.1%	6.7%	3.5%	12.3%	10.8%
Personal/Not Stated	32	22	50	18	122
	17.0%	8.2%	14.3%	6.3%	11.2%
LENGTH OF STAY					
Same Day	147	168	240	235	790
	78.4%	62.2%	68.6%	82.5%	72.3%
Overnight	41	102	110	50	302
	21.6%	37.7%	31.3%	17.5%	27.6%

- These numbers are not statistically reliable given small sample size.

TABLE 2
PERSON TRIPS/VISITS TO THE GREATER STRATFORD AREA (Census Division 31)
By Origin, Main Purpose, Length of Stay, and Party Size

Year: 1994

	Ontario		Other Canada*		U.S.A.		Other Countries*		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
MAIN PURPOSE OF TRIP										
Visit Friends & Relatives	441	46.6%	1	100.0%	19	13.9%	2	34.9%	464	42.4%
Pleasure	285	30.2%			101	72.4%	4	57.7%	390	35.7%
Business/Convention	104	11.0%			12	8.9%	0	4.7%	117	10.7%
Personal	116	12.2%			7	4.8%	0	2.7%	123	11.2%
TOTAL	946	100.0%	1	100.0%	140	100.0%	6	100.0%	1,093	100.0%
LENGTH OF STAY										
Same Day	762	80.6%			29	20.7%	0		791	72.4%
1 Night	111	11.7%			33	23.6%	2	36.8%	146	13.4%
2 Nights	32	3.4%			32	22.9%	2	34.6%	66	6.1%
3 Nights	28	3.0%			23	16.4%	0	6.9%	51	4.7%
4 Nights	3	0.3%			9	6.4%	0	2.9%	12	1.1%
5 Nights	3	0.3%			5	3.6%	0	1.3%	8	0.7%
6-9 Nights	5	0.6%	1	100.0%	7	5.0%	1	12.0%	14	1.3%
10-16 Nights					2	1.4%	0	3.9%	2	0.2%
17+ Nights	1	0.1%					0	1.5%	1	0.1%
TOTAL	946	100.0%	1	100.0%	140	100.0%	6	100.0%	1,093	100.0%
Average Length of Stay										
All Trips	0.39 Nights		7.50 Nights		2.10 Nights		3.25 Nights		0.62 Nights	
Overnight Trips	1.99 Nights		7.50 Nights		2.65 Nights		3.25 Nights		2.26 Nights	
PARTY SIZE (Household/Party Trips)*										
One	291	33.0%			14	22.1%	1	32.5%	306	51.4%
Two	126	23.8%			36	58.7%	2	57.5%	164	27.6%
Three	61	11.4%			4	6.5%	0	2.5%	65	10.9%
Four	40	7.5%			6	9.4%	0	4.4%	46	7.7%
Five+	12	2.3%			2	3.4%	0	3.0%	14	2.4%
TOTAL	530	100.0%	0		62	100.0%	3	100.0%	595	100.0%
Same-day	405	76.4%			13	21.0%	0		418	70.2%
Overnight	125	23.6%			49	79.0%	3	100.0%	177	29.8%
TRAVEL PARTY COMPOSITION (Household/Party Trips)*										
Adults Only										
One	291	69.4%			6	14.0%	1	34.1%	298	64.0%
Two	121	28.9%			31	71.9%	2	60.7%	154	33.1%
Three	7	1.7%			2	4.7%			9	1.9%
Four+					4	9.4%	0	5.1%	4	0.9%
TOTAL	419	100.0%	0		44	100.0%	3	100.0%	466	100.0%
Same-day	311	74.2%			0				311	66.8%
Overnight	108	25.8%			44	100.0%			152	32.6%
Adults with Children										
One + Children	39	35.1%			0	6.7%			39	34.3%
Two + Children	64	57.7%			2	66.7%	0	100.0%	66	58.0%
Three + Children	8	7.2%			1	26.7%			9	7.7%
TOTAL	111	100.0%	0		3	100.0%	0	100.0%	114	100.0%
Same-day	94	84.7%			0				94	82.5%
Overnight	17	15.3%			3	100.0%			20	17.5%
Average Party Size										
All Trips	1.79 Visitors		n/a Visitors		2.26 Visitors		1.88 Visitors		1.84 Visitors	
Same Day Trips	1.88 Visitors		n/a Visitors		2.19 Visitors		0.00 Visitors		1.89 Visitors	
Overnight Trips	1.47 Visitors		n/a Visitors		2.28 Visitors		1.88 Visitors		1.70 Visitors	

* Overseas and U.S. visitors are surveyed on a travelling party basis, while domestic travellers are surveyed on a household basis.

0 - These numbers are not statistically reliable given small sample size.

TABLE 3

PERSON TRIPS/VISITS TO THE GREATER STRATFORD AREA (Census Division 31)

By Origin, Distance Travelled and Transportation Mode

Year: 1994

	Ontario		Other Canada*		U.S.A.*		Other Countries*#		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
DISTANCE TRAVELLED										
Under 40 kms	16	1.6%		-	N/A	-	N/A	-	16	1.6%
40-79 kms	461	48.7%		-	N/A	-	N/A	-	461	48.6%
80-159 kms	373	39.4%		-	N/A	-	N/A	-	373	39.4%
160-319 kms	91	9.6%		-	N/A	-	N/A	-	91	9.6%
320+ kms	6	0.6%	1	100.0%	N/A	-	N/A	-	7	0.7%
Not Stated		-		-	N/A	-	N/A	-	0	-
TOTAL	946	100.0%	1	100.0%	0	-	0	-	947	100.0%
Average Distance Travelled										
All Trips	89.3 kms		1,200.0 kms		N/A kms		N/A kms		90.3 kms	
Same Day	79.2 kms		0.0 kms		N/A kms		N/A kms		79.2 kms	
Overnight	130.8 kms		1,200.0 kms		N/A kms		N/A kms		136.1 kms	
PRIMARY MODE OF TRANSPORTATION WHILE IN CANADA										
Auto	934	98.7%	1	100.0%	129	92.5%	5	89.2%	1,069	96.6%
Air		-		-	2	1.5%	0	4.9%	2	0.2%
Bus	2	0.2%		-	1	0.9%	1	21.2%	5	0.4%
Rail	10	1.1%		-	0	0.3%	2	26.3%	12	1.1%
Boat		-		-	7	4.7%	1	12.3%	7	0.7%
Other		-		-	2	1.4%	2	29.4%	4	0.3%
Not Stated		-		-	8	5.5%	0	7.3%	8	0.7%
TOTAL	946	100.0%	1	100.0%	140	100.0%	6	100.0%	1,108	100.0%

N/A - Question not asked.

* - Totals exceed number of visitors due to multiple types of transportation used.

\# - These numbers are not statistically reliable given small sample size.

TABLE 4

PERSON TRIPS/VISITS TO THE GREATER STRATFORD AREA (Census Division 31)

Activities Visitors Participated In During Their Trip*, By Origin

Year: 1994

Activity	Ontario		Other Canada#		U.S.A.		Other Countries#		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips	946	137.3%	1	200.0%	111	368.7%	6	566.4%	1065	164.0%
Visit Friends or Relatives	514	54.3%	1	100.0%	32	28.6%	5	86.0%	552	51.9%
Attend Festival or Fair	21	2.2%	0	0.0%	25	22.9%	1	14.2%	47	4.4%
Attend Cultural Events	83	8.8%	0	0.0%	79	70.9%	2	33.3%	164	15.4%
Attend Sports Events	35	3.7%	0	0.0%	1	1.3%	0	6.1%	37	3.5%
Shopping	222	23.5%	1	100.0%	78	70.2%	5	87.6%	307	28.9%
Sightseeing	59	6.2%	0	0.0%	53	47.7%	6	100.0%	118	11.1%
Nightlife/Entertainment	13	1.4%	0	0.0%	11	9.8%	1	22.9%	25	2.4%
Dining at High Quality Restaurants	49	5.2%	0	0.0%	55	49.7%	3	52.9%	108	10.1%
Visiting a Theme Park	0	0.0%	0	0.0%	1	0.6%	1	17.9%	2	0.2%
Visit Zoo/Museum/ Natural Display	19	2.0%	0	0.0%	24	21.1%	3	47.8%	45	4.3%
Visit a National/Provincial/ Municipal Park/Historic Site	16	1.7%	0	0.0%	13	11.3%	4	59.3%	32	3.0%
Participate in Sports/ Outdoor Activities	65	6.9%	0	0.0%	34	30.9%	2	38.4%	102	9.6%
Swimming	18	1.9%		-	15	13.9%	2	28.1%	35	3.3%
Other Water Sports		-		-	1	1.0%	0	6.0%	1	0.1%
Golfing		-		-	N/A	-	N/A	-	-	-
Hunting or Fishing		-		-	13	11.2%		-	13	1.2%
Cross-Country Skiing		-		-		-		-	-	-
Down Hill Skiing		-		-		-		-	-	-
Other Sports/Outdoor Activities	59	6.2%		-	6	5.6%	1	8.2%	66	6.2%
Other	0	0.0%	0	0.0%	2	1.6%	0	0.0%	2	0.2%
None of the Above	202	21.4%	0	0.0%	2	2.0%	0	0.0%	204	19.2%

* - **Percentages do not add up to 100% because a person can participate in more than one activity**

\# - These numbers are not statistically reliable given small sample size.

TABLE 5

PERSON TRIPS/VISITS TO THE GREATER STRATFORD AREA (Census Division 31)

Types of Accommodation Used (Overnight Trips Only)

Year: 1994

Accommodation Type*	Ontario		Other Canada[1]		U.S.A.		Other Countries[2]		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	184	100.0%	1	100.0%	111	100.0%	6	100.0%	302	100.0%
Only Hotel	15	8.2%		-	15	13.9%	1	17.8%	32	10.4%
Only Motel	15	8.2%		-	45	40.5%	2	24.7%	62	20.4%
Only Bed & Breakfast	13	6.9%		-		-		-	13	4.2%
Only Resort or Lodge		-		-		-		-	-	-
Only Camping or Trailer Park	9	5.0%		-	4	3.5%		-	13	4.3%
Only Home of Friend Or Relative	113	61.3%	1	100.0%	8	7.6%	3	45.9%	125	41.3%
Only Private Cottage Or Vacation Home	6	3.1%		-	0	0.3%		-	6	2.0%
Only Commercial Cottage Or Cabin		-		-		-		-	-	-
Only Other Accommodation	4	2.1%		-	13	11.3%	0	6.5%	17	5.5%
Multiple Commercial Only		-		-	1	1.3%		-	1	0.5%
Multiple Non-Commercial Only		-		-		-		-	-	-
Multiple Mixed Only - Commercial & Non-Commercial	6	3.5%		-	1	0.7%		-	7	2.4%
Commercial Unspecified		-		-	23	20.9%	0	1.0%	23	7.7%
Non-Commercial Unspecified		-		-	0	0.2%	0	4.2%	0	0.2%
Not Stated	3	1.6%		-		-		-	3	1.0%
ANY COMMERCIAL	52	28.3%		-	90	81.2%	3	43.4%	145	47.9%
ANY NON-COMMERCIAL	118	64.3%	1	100.0%	9	8.1%	3	50.1%	132	43.5%

* - "Only" in each category applies to Ontario and Other Canada only.

\# - These numbers are not statistically reliable given small sample size.

TABLE 6

HOUSEHOLD/PARTY TRIPS TO THE GREATER STRATFORD AREA (Census Division 31)

Household Income of Visitors (000's)

Year: 1994

Income Group	Ontario		Other Canada[a]		U.S.A.		Other Countries[a]		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Household Trips	530	100.0%	n/a	0.0%		-		-	530	100.0%
Under $20,000	67	12.7%		-	N/A	-	N/A	-	67	12.7%
$20,000-$39,999	94	17.8%		-	N/A	-	N/A	-	94	17.8%
$40,000-$59,999	129	24.3%		-	N/A	-	N/A	-	129	24.3%
$60,000-$79,999	83	15.6%		-	N/A	-	N/A	-	83	15.6%
$80,000 and over	49	9.2%		-	N/A	-	N/A	-	49	9.2%
Not Stated	107	20.3%		-	N/A	-	N/A	-	107	20.3%
Under $20,000	67	12.7%	-	-	N/A	-	N/A	-	67	12.7%
$20,000-$59,999	223	42.1%	-	-	N/A	-	N/A	-	223	42.1%
$60,000 and over	132	24.9%	-	-	N/A	-	N/A	-	132	24.9%

N/A - Question not asked.

- These numbers are not statistically reliable given small sample size.

TABLE 7
PERSON TRIPS/VISITS TO THE GREATER STRATFORD AREA (Census Division 31)
Respodent's Age (000's)

Year: 1994

Age Group	Ontario		Other Canada[#]		U.S.A.		Other Countries[#]		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	946	100.0%	1	100.0%	140	100.0%	6	100.0%	1094	99.9%
Question Not Asked		-		-	28	20.4%	0	6.3%	29	2.6%
Not Stated					5	3.9%	-	-	5	0.5%
% Based on Total Responding										
Under 15	202	21.3%	1	50.0%	5	4.2%	0	6.6%	207	19.6%
15-19 Years	49	5.2%		-	2	1.9%	0	2.7%	51	4.8%
20-24 Years	24	2.6%		-	2	2.3%		-	27	2.5%
25-34 Years	225	23.8%		-	6	5.5%	1	11.6%	232	21.9%
35-44 Years	175	18.5%	1	50.0%	14	13.3%	0	5.2%	190	18.0%
45-54 Years	158	16.7%		-	23	21.3%	1	15.2%	182	17.2%
55-64 Years	54	5.7%		-	34	32.2%	2	41.9%	91	8.6%
65-69 Years	12	1.2%		-		-		-	12	1.1%
65-74 Years		-		-	17	15.9%	1	14.2%	18	1.7%
70 or over	46	4.9%		-		-		-	46	4.3%
75 or over		-		-	4	3.6%	0	2.5%	4	0.4%
TOTAL RESPONDING	946	100.0%	1	100.0%	106	100.0%	6	100.0%	1,058	100.0%

- These numbers are not statistically reliable given small sample size.

TABLE 8

HOUSEHOLD TRIPS/PERSON VISITS TO THE GREATER STRATFORD AREA (Census Division 31)

Employment Status, Education and Respondent's Gender (000's)

Year: 1994

Classification	Ontario		Other Canada[#]		U.S.A.		Other Countries[#]		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Respondents	530	100.0%	-		106	100.0%	6	100.0%	642	100.0%
EMPLOYMENT STATUS										
Employed	417	78.8%	-		N/A	-	N/A	-	417	65.0%
Unemployed	22	4.2%	-		-	-	-	-	22	3.4%
Not in Labour Force	90	17.0%	-		N/A	-	N/A	-	90	14.0%
55-64	19	3.5%	-		N/A	-	N/A	-	19	2.9%
65+	40	7.5%	-		N/A	-	N/A	-	40	6.2%
EDUCATION										
0-8 years of Schooling	31	5.9%	-		N/A	-	N/A	-	31	4.9%
Some Secondary	75	14.1%	-		N/A	-	N/A	-	75	11.6%
Graduated from High School	70	13.3%	-		N/A	-	N/A	-	70	10.9%
Some Post-Secondary	38	7.3%	-		N/A	-	N/A	-	38	6.0%
Post-Secondary Certificate	159	30.1%	-		N/A	-	N/A	-	159	24.8%
University Degree	155	29.3%	-		N/A	-	N/A	-	155	24.2%
RESPONDENT'S GENDER										
Male - Over 15 years	277	52.3%	-		48	45.3%	3	46.8%	328	51.1%
Female - Over 15 years	252	47.7%	-		58	54.7%	3	53.2%	314	48.9%

N/A - **Question not asked.**

- These numbers are not statistically reliable given small sample size.

TABLE 9 - PERSON TRIPS TO THE GREATER STRATFORD AREA (Census Division 31)

Origin of Trip - All Juridictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries

('000s)

Year: 1994

Origin of Trip	Same-Day		Overnight								Total	
			Overnight - Pleasure		Overnight - Business		Overnight - Other		Overnight - TOTAL			
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
TOTAL PERSON TRIPS/VISITS - All Origins	791	100.0%	150	100.0%	9	100.0%	143	100.0%	302	100.0%	1,093	100.0%
TOTAL PERSON TRIPS - Ontario	762	96.3%	63	42.0%	4	44.4%	117	81.8%	184	60.9%	946	86.6%
TOTAL PERSON TRIPS -Other Canada							1	0.7%	1	0.3%	1	0.1%
Total Domestic Person Trips	762	96.3%	63	42.0%	4	44.4%	118	82.5%	185	61.3%	947	86.6%
TOTAL PERSON VISITS* - U.S.A.	29	3.7%	83	55.3%	5	55.6%	23	16.1%	111	36.8%	140	12.8%
TOTAL PERSON VISITS* - Overseas			4	2.7%			2	1.4%	6	2.0%	6	0.5%
Total International Person Visits	29	3.7%	87	58.0%	5	55.6%	25	17.5%	117	38.7%	146	13.4%
Person Trips from Specific Canadian CMA's												
St. John's												
Halifax												
Saint John												
Quebec City												
Sherbrooke												
Montreal												
Hamilton	30	3.8%					1	0.7%	1	0.3%	31	2.8%
Kitchener/Waterloo	88	11.1%					6	4.2%	6	2.0%	94	8.6%
Oshawa												
Ottawa-Hull												
Ottawa (CD06)												
Toronto (CMA)	74	9.4%	26	17.3%			53	37.1%	79	26.2%	154	14.1%
Toronto (CD20)	62	7.8%	7	4.7%			36	25.2%	43	14.2%	105	9.6%
St. Catharines/Niagara	3	0.4%					3	2.1%	3	1.0%	5	0.5%
Sudbury												
Windsor							9	6.3%	9	3.0%	9	0.8%
Thunder Bay												
London	187	23.6%	4	2.7%			7	4.9%	11	3.6%	198	18.1%
Winnipeg												
Regina												
Saskatoon												
Calgary												
Edmonton												
Vancouver												
Victoria												

TABLE 9 - PERSON TRIPS TO THE GREATER STRATFORD AREA (Census Division 31)

Origin of Trip - All Juridictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries
('000s)

Year: 1994

Origin of Trip	Same-Day		Overnight								Total	
			Overnight - Pleasure		Overnight - Business		Overnight - Other		Overnight - TOTAL			
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
TOTAL PERSON TRIPS/VISITS - All Origins	791	100.0%	150	100.0%	9	100.0%	143	100.0%	302	100.0%	1,093	100.0%
TOTAL PERSON TRIPS - Ontario	762	96.3%	63	42.0%	4	44.4%	117	81.8%	184	60.9%	946	86.6%
TOTAL PERSON TRIPS -Other Canada	-		-		-		1	0.7%	1	0.3%	1	0.1%
Total Domestic Person Trips	762	96.3%	63	42.0%	4	44.4%	118	82.5%	185	61.3%	947	86.6%
TOTAL PERSON VISITS* - U.S.A.	29	3.7%	83	55.3%	5	55.6%	23	16.1%	111	36.8%	140	12.8%
TOTAL PERSON VISITS* - Overseas	-		4	2.7%	-		2	1.4%	6	2.0%	6	0.5%
Total International Person Visits	29	3.7%	87	58.0%	5	55.6%	25	17.5%	117	38.7%	146	13.4%
Person Visits from Selected U.S. Juriadictions (by State)												
New York	2	0.3%	-		-		8	5.6%	8	2.6%	10	0.9%
Michigan	26	3.3%	-		-		37	25.9%	37	12.3%	63	5.8%
Pennsylvania	-		-		-		6	4.2%	6	2.0%	6	0.5%
Minnesota	-		-		-		4	2.8%	4	1.3%	4	0.4%
Other Border States	-		-		-		21	14.7%	21	7.0%	21	1.9%
Person Visits from Selected Overseas Jurisdictions (by Country)												
United Kingdom	-		-		-		4	2.8%	4	1.3%	4	0.4%
France	-		-		-		-		-		1	0.1%
Germany	-		-		-		1	0.7%	1	0.3%	1	0.1%
Other Europe	-		-		-		1	0.7%	1	0.3%	-	-
Japan	-		-		-		-		-		-	

TABLE 10

TOURISM EXPENDITURES IN THE GREATER STRATFORD AREA (Census Division 31)

By Ontario Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO STRATFORD	3,132	100.0%	9,030	100.0%	21	100.0%	3,987	100.0%	8,668	100.0%	5,889	100.0%	8,523	100.0%	39,250	100.0%
EXPENDITURES IN STRATFORD BY IN-COMING VISITORS (Total)			3,485	38.6%	21	100.0%	3,987	100.0%	8,668	100.0%	5,889	100.0%	8,523	100.0%	30,573	77.9%
By Main Purpose & Length of Stay:																
Pleasure			1,712	19.0%			3,148	79.0%	5,303	61.2%	5,514	93.6%	2,996	35.2%	18,673	47.6%
Same Day			129	1.4%					2,286	26.4%	3,450	58.6%	2,767	32.5%	8,633	22.0%
Overnight			1,582	17.5%			3,148	79.0%	3,017	34.8%	2,064	35.0%	228	2.7%	10,040	25.6%
Visit Friends & Relatives			1,513	16.8%			284	7.1%	2,429	28.0%	263	4.5%	3,233	37.9%	7,723	19.7%
Same Day			51	0.6%					485	5.6%			2,373	27.8%	2,909	7.4%
Overnight			1,462	16.2%			284	7.1%	1,945	22.4%	263	4.5%	860	10.1%	4,813	12.3%
Business/Convention			164	1.8%	21	100.0%	436	10.9%	513	5.9%	111	1.9%	507	5.9%	1,753	4.5%
Same Day			83	0.9%	21	100.0%			441	5.1%	55	0.9%	394	4.6%	994	2.5%
Overnight			81	0.9%			436	10.9%	72	0.8%	56	1.0%	113	1.3%	759	1.9%
Personal			96	1.1%			119	3.0%	423	4.9%			1,786	21.0%	2,424	6.2%
Same Day			42	0.5%					358	4.1%			1,786	21.0%	2,187	5.6%
Overnight			54	0.6%			119	3.0%	65	0.7%					237	0.6%
EXPENDITURES INCURRED IN STRATFORD BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE STRATFORD	3,132	100.0%	5,546	61.4%											8,678	22.1%

TABLE 11

TOURISM EXPENDITURES IN THE GREATER STRATFORD AREA (Census Division 31)

By Other Canadian Residents, By Item of Expenditure

Note: These numbers are not statistically reliable given small sample size

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO STRATFORD			57	100.0%					109	100.0%	59	100.0%			226	100.0%
EXPENDITURES IN STRATFORD BY IN-COMING VISITORS (Total)			57	100.0%					109	100.0%	59	100.0%			226	100.0%
By Main Purpose & Length of Stay:																
Pleasure																
Same Day															-	
Overnight															-	
Visit Friends & Relatives			57	100.0%					109	100.0%	59	100.0%			226	100.0%
Same Day															-	
Overnight			57	100.0%					109	100.0%	59	100.0%			226	100.0%
Business/Convention																
Same Day															-	
Overnight															-	
Personal																
Same Day															-	
Overnight															-	

TABLE 12

TOURISM EXPENDITURES IN THE GREATER STRATFORD AREA (Census Division 31)

By U.S. Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO STRATFORD	159	100.0%	2,218	100.0%	52	100.0%	12,623	100.0%	9,612	100.0%	9,270	100.0%	5,862	100.0%	39,798	100.0%
EXPENDITURES IN STRATFORD SAME-DAY VISITORS (Total)			161	7.3%					486	5.1%	380	4.1%	338	5.8%	1,364	3.4%
OVERNIGHT VISITORS	159	100.0%	2,058	92.8%	52	100.0%	12,623	100.0%	9,126	94.9%	8,890	95.9%	5,524	94.2%	38,433	96.6%
By Main Purpose & Length of Stay:																
Pleasure	82	51.6%	1,430	64.5%	27	51.9%	10,075	79.8%	7,440	77.4%	8,066	87.0%	5,039	86.0%	32,159	80.8%
Visit Friends & Relatives	3	1.9%	291	13.1%	1	1.9%	1,714	13.6%	1,214	12.6%	540	5.8%	343	5.9%	4,108	10.3%
Business/Convention	5	3.1%	214	9.6%	1	1.9%	591	4.7%	365	3.8%	123	1.3%	61	1.0%	1,360	3.4%
Personal/Other	69	43.4%	122	5.5%	23	44.2%	243	1.9%	107	1.1%	161	1.7%	81	1.4%	807	2.0%
EXPENDITURES INCURRED IN STRATFORD BY VISITORS WHILE TRAVELLING TO DESTINATIONS OUTSIDE STRATFORD																

TABLE 13
TOURISM EXPENDITURES IN THE GREATER STRATFORD AREA (Census Division 31)
By Overseas Residents, By Item of Expenditure

Note: These numbers are not statistically reliable given small sample size

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO STRATFORD	23	100.0%	202	100.0%	3	100.0%	192	100.0%	222	100.0%	119	100.0%	234	100.0%	995	100.0%
EXPENDITURES IN STRATFORD SAME-DAY VISITORS (Total)																
OVERNIGHT VISITORS	23	100.0%	202	100.0%	3	100.0%	192	100.0%	222	100.0%	119	100.0%	234	100.0%	995	100.0%
By Main Purpose & Length of Stay:																
Pleasure	15	65.2%	146	71.9%	2	66.7%	134	70.0%	124	56.0%	56	47.2%	81	34.7%	558	56.1%
Visit Friends & Relatives	8	34.8%	31	15.1%	1	33.3%	25	12.8%	60	27.2%	51	42.9%	125	53.5%	300	30.1%
Business/Convention			24	12.0%			32	16.8%	32	14.5%	8	6.6%	17	7.2%	114	11.5%
Personal/Other	1	4.3%	2	0.9%			1	0.4%	5	2.3%	4	3.2%	11	4.7%	23	2.3%
EXPENDITURES INCURRED IN STRATFORD BY VISITORS WHILE TRAVELLING TO DESTINATIONS OUTSIDE STRATFORD																

TABLE 14

TOURISM EXPENDITURES IN THE GREATER STRATFORD AREA (Census Division 31)

Visitors from All Origins, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO STRATFORD	3,314	100.0%	11,507	100.0%	76	100.0%	16,802	100.0%	18,611	100.0%	15,337	100.0%	14,619	100.0%	80,269	100.0%
EXPENDITURES IN STRATFORD BY IN-COMING VISITORS (Total)	182	5.5%	5,962	51.8%	76	100.0%	16,802	100.0%	18,611	100.0%	15,337	100.0%	14,619	100.0%	71,592	89.2%
By Main Purpose & Length of Stay: Note "Same day" covers Canadian residents only, while "Overnight" covers ALL origins																
Pleasure	97	2.9%	3,288	28.6%	29	38.2%	13,357	79.5%	12,867	69.1%	13,636	88.9%	8,116	55.5%	51,391	64.0%
Same Day	-		129	1.1%	-		-		2,286	12.3%	3,450	22.5%	2,767	18.9%	8,632	10.8%
Overnight	97	2.9%	3,158	27.4%	29	38.2%	13,357	79.5%	10,581	56.9%	10,186	66.4%	5,348	36.6%	42,757	53.3%
Visit Friends & Relatives	11	0.3%	1,892	16.4%	2	2.6%	2,023	12.0%	3,812	20.5%	913	6.0%	3,701	25.3%	12,354	15.4%
Same Day	-		51	0.4%	-		-		485	2.6%	-		2,373	16.2%	2,909	3.6%
Overnight	11	0.3%	1,841	16.0%	2	2.6%	2,023	12.0%	3,328	17.9%	913	6.0%	1,328	9.1%	9,446	11.8%
Business/Convention	5	0.2%	402	3.5%	22	28.9%	1,059	6.3%	910	4.9%	242	1.6%	585	4.0%	3,225	4.0%
Same Day	-		83	0.7%	21	27.6%	-		441	2.4%	55	0.4%	394	2.7%	994	1.2%
Overnight	5	0.2%	319	2.8%	1	1.3%	1,059	6.3%	469	2.5%	187	1.2%	191	1.3%	2,231	2.8%
Personal	70	2.1%	220	1.9%	23	30.3%	363	2.2%	535	2.9%	165	1.1%	1,878	12.8%	3,253	4.1%
Same Day	-		42	0.4%	-		-		358	1.9%	-		1,786	12.2%	2,186	2.7%
Overnight	70	2.1%	178	1.5%	23	30.3%	363	2.2%	177	1.0%	165	1.1%	92	0.6%	1,067	1.3%
SAME-DAY International Visitors	-	-	161	1.4%	-	-	-	-	486	2.6%	380	2.5%	338	2.3%	1,365	1.7%
EXPENDITURES INCURRED IN STRATFORD BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE STRATFORD	3,132	94.5%	5,546	48.2%	-	-	-	-	-	-	-	-	-	-	8,678	10.8%
BY INTERNATIONAL VISITORS WHO COME TO STRATFORD BUT DO NOT VISIT	-	-													-	